

THE MACLEOD TIMES

AND MACLEOD WEEKLY NEWS

S. Dillingham, Editor and Publisher

A weekly newspaper printed and published at Macleod, Alberta every Thursday

(Independent in Politics)

Subscription price (in advance)
per year \$2.00
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Foreign \$2.50

WEEKLY CIRCULATION OF 1,400

Created in a prosperous town of 1,000 population and in adjacent prosperous farming district.

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The Hollywood return to long skirts.

And the reason given is that men

have become so familiar with the

contour of female figures that the

old figure no longer have any

appeal.

With the return to long skirts

these thagard girl students pro-

pose to regain all that magnetism

that in dear bygone days brought

the boys to their knees.

There would appear to be a great

deal of sense in the proposition.

It is a well-known fact that

the most important factor in the

popular surprise, "grab bags" and

the like have an irresistible appeal.

Important can offer an un-

expected 20-cent article for an

important and good action. But if

he wraps it up in a mysterious

parcel, calls it a "grab bag" and

sells a dollar for it, he will have

people fighting to get it.

It is surely not unimportant to

the fairer sex to assume that the

same principle applies in their case.

Even Eve in her first lust had to

man-handle with an apple. If

she had been a long trailing gown,

the chances are she would have had

Adam chasing her with a whole

basket of fruit and a bunch of

cherries.

THE EMPRESS THEATRE

CURRENT ATTRACTIONS

(Continued From Page One)

As a genuine French farm-

er, in the earlier sequence of the

picture, he appears in a beard that

would give one a fair start on staff-

ing a sofa. This is the first time

he has worn a beard since his work

in "The Three Musketeers."

As Lucien, Mousu brings in his

characteristics, the rare distinction

that has always marked him. The

role, the role of a man of letters,

variation from his usual type of

character, for Lucien as a rich farm-

er of provincial France, has an un-

spotted maverick that reveals in the

simple pleasures of country life.

Lucien, as a man of letters, takes

himself a wife, Germaine (Vivian

Vallin), but he is not a head

strong girl is completely out of

sympathy with the rustic life. Luc-

ien comes to realize their incompa-

patibility, and allows her to leave

him on their marriage day. The

marriage scene shifts. Lucien goes to

Paris determined to make of him-

self the sort of man his wife wants

him to be. His contact with the life

of the boulevard imparts to him a

languid, devil-may-care air. The

found exuberance of Lucien, enables

Menjes to make use of all his far-

farmed subtleties. In despair because

his wife will not give him a chance

to prove himself, he throws caution

to the wind and spends money

furiously. His only self-respecting

clothes, enables him to affect his

old-time dandyism in a most

poverty. The solution to the diffi-

culty is arrived at after a series of

scenes replete with humor.

Noah Berry and Louise Brooks in

the supporting cast, and much to the

vicar. Lucien Reed directed. The

screenplay is founded on the stage

play by Andre Picard and Yves Mi-

rande, two of France's most popular

playwrights.

WALLACE BEERY'S "CASEY"

HILARIOUS SPORTS COMEDY

In Paramount's hilarious comedy,

"Casey at the Bat," which is play-

ing at the Empress The-

atre, Wallace Beery signs a con-

tract to play baseball for his old

New York Giants and almost

wrecks the entire league with his

escapades.

Based on a "find," Beery, a small

town junk dealer, enters the "big-

time." So popular does the ridicu-

lous Beery become that he soon

emerges as the Babe Ruth of 1901.

Funny as Beery was in "Behind the

Front" and "We're in the Navy

now," he's even more humorous as

baseball's famous "Casey."

Casey proves himself a home run

runner by knocking a four-bagger

with a bat in one hand and a stein

of beer in the other, fanned by

several members of the Firecatcher

Society, he almost stops the show

by crashing into the orchestra pit

while climbing on the stage for a

personal appearance. Above all,

Beery's ability to appear completely

foolish makes the picture unparal-

lously entertaining.

The entire cast contributes much

to the film's success. Ford Sterling

gives a stirring characterization as

a big league scout. ZaSu Pitts, the

home town girl, as at her best and

Sterling Holloway does his crafty

playing humorously. If "base-

balling" ribbons are being distrib-

uted, Director Monte Brice gets a

handful.

WALLACE BEERY A BARE

RUTH

One of the largest crowds ever as-

sembled to witness a baseball game

at a stadium, recently gathered at

Sanford, California, when almost

four thousand persons turned out to

watch Wallace Beery knock a home

run in his new Paramount comedy

"Casey at the Bat," which plays at

the Empress Theatre next Mon-

day.

As the Babe Ruth of 1901, Beery

demonstrated his batting ability not

only for the cameras but, when

shooting was completed, obliquely

knocked four successive pitched

balls over the left field fence for

the benefit of these spectators who

arrived too late to witness his first

strike.

Supporting Beery in the cast of

"Casey at the Bat," which was film-

ed under Victor Barnhill's super-

vision, are Ford Sterling, ZaSu

Pitts, Sterling Holloway and Iris

Stuart.

THE IMPORTANCE OF CLEAN

MILK

The production of clean milk is of

paramount importance to the

dairy industry. This is clearly

shown in a new pamphlet entitled

"Produce Clean Milk," written by

the Dominion Agricultural Bacteri-

ologist, A. Grant Lockhead. It is

The author points out that the

quality of our Canadian Cheese,

butter, condensed and powdered

product higher than the quality of

Branch, Department of Agriculture

milk, ice-cream, and of milk and

the milk delivered to him. Milk is

Ottawa. It shows that ninety-nine

percent of the milk is contaminated

by proper per cent of the contamination

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methods of handling it can be controlled

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YOUNG & CO.

Ladies' Wear -- Dry Goods

Smart Coats For Spring

In Tweeds, Poriet Twills, Tricotines at Prices from \$15.00 up.



Useful Gingham and Cotton Crepe House Dresses, all sizes and colors—
\$1.00 and \$1.25

Ladies extra large size broadcloth house dresses in black and white and navy and white stripes, extra large and roomy, sizes 42 to 50—
\$2.95 each

Extra clean dark navy print, with white floral design house dresses for hard wear and tear, all full large sizes—
\$1.75 each

Dainty satinette and broadcloth house dresses, fade colorings, very smart styles, all sizes—
\$2.50 and \$4.50 each

We have now a wonderful variety of spring and summer dress fabric in gingham, art silk, rayon, etc. In plain and fancy colorings and designs—
From 25c yd up



Would you buy canned goods that bore no label? Would you buy an automobile of unknown make, no matter how cheap? Nobody would be so foolish.

You get to trust a name or a label just as you get to trust a man, through satisfactory and honest dealings. That is why kitchen and household utensils bearing the SMP label are bought without question by millions of Canadians. The shield-shaped green and red SMP trademark is a guarantee of full value and low quality. The first behind SMP would be.

WE SELL METAL PRODUCTS CO. OF CANADA, LIMITED
MONTREAL, TORONTO, WINDYBURY, VANCOUVER, CALGARY

SMP Goods are Sold in the Best Stores EVERYWHERE

SOLD IN MACLEOD BY THE CUNNINGHAM HARDWARE

VIMY RIDGE ANNIVERSARY BALL

The Canadian Legion, B.E.L., has been asked to be commemorated on their action of Commemorating the tenth anniversary of the Battle of Vimy Ridge by holding a Military Ball on April 8th. It is anticipated by all the great Generals of the World War that the taking of Vimy Ridge by the Canadian Corps on April 9th, 1917 was the greatest and most outstanding feat of the War.

Vimy Ridge, which commands the vision of France, was the greatest boon in the side of the Allied cause.



EMPERESS FRI-SAT.

as no turning round could be made as long as this Ridge was held by the Germans, and this made it absolutely essential that the Allies take it or their cause was hopeless. Four previous attempts had been made by the French as well as the British with no success and a terrible loss of lives. It, however, remained to the Canadian Corps under General Sir Arthur Currie, in the Army of General Byrd, later General Byrd of Vimy, Governor General of Canada, to do what was apparently impossible. The Canadians got their objective and caused the Germans their first big defeat, that was the beginning of the end.

It is in memory of those men who gave up their lives in the taking of this important Ridge that the people of Macleod and district are asked to show their appreciation and attend the Vimy Ball in Commemoration of this Battle, and "Lift the Dead by Helms the Living."

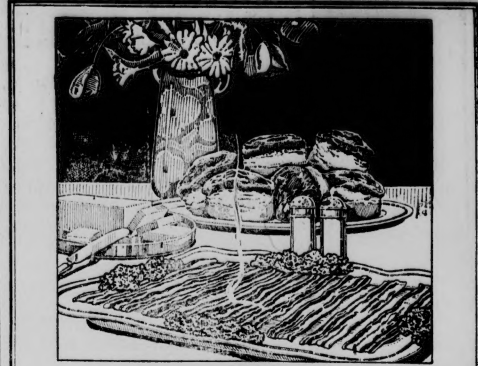
The following are a few of the things the Canadian Legion have done for Retired Men, Widows and Orphans in Alberta since Secured Adjustments and Increase in Pension for Retired Men of genuine war disabilities totaling \$250,000.00. Secured Pensions for Widows totaling \$100,000.00.

ONE NIGHT ONLY

EMPERESS MON. APR. 18th

GET SEATS EARLY

CAMERON MATTHEWS Presents

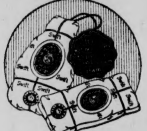


For Your Easter Breakfast

SWIFT'S Premium Bacon—the perfect dish—
So well befitting so distinguished an occasion. Here is Bacon incomparable in its distinctive tenderness, fine flavour and uniform goodness. Serve "Premium" for Easter and you'll serve it all year around.

Order from your Grocer or Butcher
Swift Canadian Co. Limited

Swift's Premium Hams and Bacon



line \$257,583.00. Have had adjusted 5123 cases for Retired Men. Distributed in relief alone \$100,000.00.

It is in Memory of those who gave up their all that you might live that the Canadian Legion appeal to you to help them in their never tiring service to Retired Men, Widows and Orphans of those who never came back—to attend the Vimy Ridge Anniversary Ball as a duty to them.

For several years the Rocky Mountains, with Banff, Alta as the headquarters, have been accorded special attention in the control of the mosquito and has been very successful. In addition to the silling of the waters, much digging, dyking and trail cutting, and other work of a permanent nature has been accomplished. Miles of narrow trails have been cut through dense willow growth to permit of the silling of other inaccessible places. So much good has resulted that the offer in charge fees justified in saying that adverse criticism of the district on account of the mosquitoes is a thing of the past.

In addition to the work in the Rockies officers of the Entomological Branch of the Dominion Branch are engaged in study of

the pest and its eradication in Eastern Canada, particularly around Ottawa and Montreal.

It would be interesting if Paris would issue a daily bulletin every year telling how many doughboys are half dead.

Property should continue while lands kindly carry the \$10,000 mortgage given in 1920 on an \$8000 property.

There isn't much wrong in a land where 25 per cent of present worry concerns the selection of Christmas gifts.

But you'll never see one pulling on a cigarette while darning her children's socks.

THE PENALTY OF "PROGRESS"

If those lusty Chinese gentlemen who are kicking up all the fuss in the name of progress think they are doing themselves any good, they will have reason to doubt it when they read recent despatches from Kiating.

Last week in Kiating there was a parade of thousands of women. They carried banners bearing slogans, "Equality of the Sexes," "Down with Polygamy," "Down with Infant Marriage," "We Want Freedom of Marriage and Divorce."

It seems that "progress" has its penalties as well as its privileges. And of what use is it to win the right to think your nose at foreigners when that pleasure carries with it the task of mollifying the freedom-hungry women folk?

A CREAM SAVER A MONEY EARNER

A VITAL QUESTION

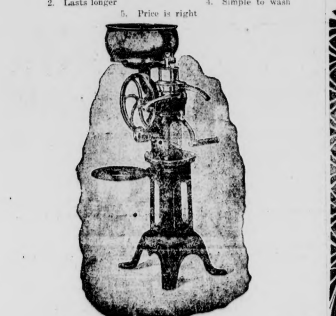
How much Cream is your Separator losing?

Massey-Harris No. 6 CREAM SEPARATOR

IS BEST WHY? BECAUSE

1. Skins closer
2. Lasts longer
3. Turns easier
4. Simple to wash

Price is right



Obtain Further Particulars From THE MASSEY-HARRIS AGENT, J. M. PAULSON

MACLEOD -- ALBERTA

WHY PAY MORE FOR OTHER MAKES

I. H. C. MACHINERY

MCCORMICK-DEERING TRACTORS AND FARM IMPLEMENTS
SAMSON AND CHENEY ROTARY HOOD WEEDERS, GAS, OILS AND GREASES—TIRES, TUBES.
CLAUDE E. TWEED, AGENT, MACLEOD
PHONES—OFFICE 157, HOME 11.

QUEEN'S SERVICE STATION

NORTH STAR GASOLINE
KEYSTONE AND WHITE STAR KEROSENE
WILLIAM PENN LUBRICATING OILS AND GREASES
TIRES, TUBES AND ACCESSORIES.
YOUR PATRONAGE SOLICITED.
GEO. SHEFFIELD --- PROP.



EMPERESS THURS-FRI-SAT NEXT WEEK

A Guaranteed CREAM



Western Representative
HUGH PATTERSON LTD
215-217
St. Lawrence Street, St. Paul, Minn.



A Chilling, Thrilling, Gripping Mystery Play
Bombarded with laughter, it holds you spellbound in moments of suspense.

POPULAR PERKS
30c—4.00—5.00
TAX EXTRA

TICKETS ON SALE
AT RECALL DRUG STORE
MON—APRIL 16th.

SERVICE GARAGE

Introducing
A. CAUGHEY
lately of Calgary

a First Class Mechanic

MR. CAUGHEY IS AN EXPERT ON ALL AUTO REPAIR WORK—WORK GUARANTEED.

YOU CAN NOW GET COMPLETE OVERHAUL AT THE SERVICE GARAGE AND KNOW THAT EVERY DETAIL WILL RECEIVE EXPERT ATTENTION—WORK DONE BY CAUGHEY IS DONE RIGHT.

SERVICE GARAGE

J. S. LANE ---- PROP.

WAR ON THE MOSQUITO

Perpetual warfare against mosquitoes, as well as against all other insect pests, is maintained by the Entomological Branch of the Dominion Department of Agriculture.



The Competitive Significance of Chrysler's Rise to 4th Place

27th—18th—then 9th—and now 4th place in volume in the industry!

Such is the sensational three-year advance of Chrysler—on and upward to new heights of success.

Public preference for Chrysler products has thus been unmistakably expressed.

And, at the same time, are clearly evidenced the splendid sales achievements of the fine Chrysler dealer organization.

The public has endorsed Chrysler in the four great quality fields of the automobile market with its record breaking patronage—

First, because of Chrysler engineering and manufacturing genius.

Second, because of Chrysler performance, beauty, riding comfort, value and long life.

Third, because of the soundness of Chrysler Standardized Quality line of 36 body styles, priced from \$940 to \$4675, enabling Chrysler dealers to dominate the four great quality car markets.

LET US SHOW YOU WHY THIS CAR IS DIFFERENT DRIVE IT YOURSELF --- THEN DECIDE

J. M. PAULSON & F. P. WALSH

BARKER'S STORE

LADIES' SILK HOSIERY

Niagara Maid, the seasons colors, all silk \$1.50
 Puritan Maid, the seasons colors, silk & art silk .90
 Puritan Maid, the seasons colors, art silk .50
 Shield brand silk and art silk, pointed heels \$1.00
 Shield brand silk and art silk .75
 Shield brand silk and art silk .60
 Lady Gay, cotton 35c, 4 pairs for \$1.20
 Misses Silk, Lisle and Cotton, colors, low range
 of Prices. Children's Socks, art silk and cotton.

Men's half hose, silk, lisle and cotton, featuring the newest patterns and colorings.

R. T. BARKER

ARDEVILLE NEWS

The Ardeville U. F. A. held a meeting in the school on Monday, April 4. The business under discussion for the evening dealt with the raising of funds, accordingly it was decided to hold a pie social and dance on Tuesday, April 14. Suitable music has been provided and a

good time is guaranteed. Ladies don't forget to bring pies.

The farmers of this district are preparing for their spring work by burning their straw stacks and clearing the land of rocks.

Friends of Mrs. C. G. Johnson and family will be delighted to know that the quarantine for scarlet fever which has confined them for two months, is now lifted.

J. W. Dwyer and Mr. H. Bester paid Lethbridge a short visit on Tuesday and Wednesday of this week.



JUBILEE CITY W. L. GIRLS' CLUB

ALBERTA PRIDE

Beer, Ale and Stout

A. YOUNG, Agt.

MACLEOD — ALBERTA

This advertisement is not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

We have the material to do the work with, and skilled mechanics to do it—adept at attaining that finished appearance in your printing that your taste calls for.

WE DO UPTO-DATE PRINTING

Better Printing than in most city shops.

IT IS TO YOUR ADVANTAGE

to get your printing done at home where you can get first-class work and at the same time keep your money in the home community.

WE DO GOOD PRINTING AT RIGHT PRICES

PHONE 91

THE TIMES

The S. E. GUST STORES, LIMITED

"EIGHT OF CANADA'S BEST STORES"

H. FUNNELL, Manager. MACLEOD BRANCH

"TRY A NIP TONIGHT"

Grant's

BEST PROCURABLE

Scotch Whisky

BOTTLED & GUARANTEED BY

William Grant & Co. Ltd.

PRODUCE OF SCOTLAND

THE ORIGINAL LABEL—look for it at the Vendor's and insist on GRANT'S "BEST PROCURABLE"

This advertisement is not published or displayed by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

GANONG'S EASTER CHOCOLATE NOVELTIES

Each year these are becoming more and more popular with the children. We have opened up a wide assortment of Chocolate eggs in Egg Cups, Chocolate Biscuits, Hens, Rabbits and Fish at 5c, 10c and 25c each.

Paulin's Harmony Chocolates

A real special in soft centres, jelly centres, hard centres and nut tops at per five pound box \$1.70, or per lb. 35c.

A FLOUR SPECIAL

For a limited time we offer the first grade flour of the Billson Milling Company of Lethbridge, "Our Best" brand, at per 98 lb. sack \$4.50. This flour is well aged, and at 40c per 98 under our regular Maple Leaf Flour it is well worth a trial.

THE WHITE HALL

LOCAL AND PERSONAL NEWS

S. Heap was a Calgary visitor and lent axle. Neither of the occupants were injured.

Chief of Police Redley was a business visitor to Lethbridge on Monday of this week.

Ernie Goud, of the Nash Motor Sales, Lethbridge, was a business visitor to Macleod last week.

F. Tatham, of the Kaimen Kennels, motored to Lethbridge this week to deliver three pointers that Lethbridge buyers had purchased.

Mrs. P. Strain and Baby Joe accompanied by Mrs. Geo. Wells, all of south of Macleod, left on Saturday last to spend a few weeks visiting friends at Medicine Hat.

The Macleod dog lovers are busy trimming and preparing their pets for the big dog show in Lethbridge on Good Friday.

A large number of entries will be in from Macleod and it is expected that many of the valuable prizes offered will be brought back from Lethbridge.

Mr. and Mrs. J. E. Johnston left on Tuesday for Granum, where they will make their future home. Mrs. Johnston is a highly talented teacher of her large music class at the point. Mr. and Mrs. Johnston leave for Granum in the interest of her large music class at the point.

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BAWDEN'S CAKES

look so good that they cannot be resisted. They are just as good as they look, for we are very careful about every operation and stage through which they pass. Our success lies in making them good—so good, that you will like them.

BAWDEN'S BAKERY

PHONE 132

BABY'S OWN SOAP

From Baby's birth, just out of the world, see

them for success in their new place of residence.

The regular bi-monthly meeting of the Macleod Elks was held at the lodge room on Tuesday of this week.

Mr. and Mrs. E. Hauld and Mrs. R. V. Baker motored to Lethbridge on Saturday last and returned on Monday.

Macleod purchasers of new automobiles during the past week are:

J. D. Matheson, Dr. Mills and J. McNair.

Frank Wylie accompanied by F. B. Frey, Lee Johnson and Miss Pauline Johnson, motored to Lethbridge on Tuesday of this week.

Miss Merle Reid, who is occupying a position with the Western Grange at Lethbridge, was a weekend visitor with her parents at Macleod.

W. Wilkinson suffered a sudden sickness on Monday night last which caused anxiety to his family. Up to the time of going to press he is progressing satisfactorily.

F. J. Cutler, manager of the Empire Theatre, was a visitor to Calgary on Monday and Tuesday of this week, attending the annual Board of Arbitration of the Film Board of Trade.

J. D. Matheson, accompanied by Mr. and Mrs. Arthur Young and Miss McDougall, motored to Lethbridge the first of the week to attend the production of "Abie's Irish Rose" at the Majestic Theatre in that city.

In a recent issue of the Lethbridge Herald Mrs. Ida Christensen, of Lethbridge, is stated to be the only woman sheep raiser in Alberta. It may be interesting to note that Mrs. Christensen has at least one woman competitor in the sheep raising line in Alberta—namely Mrs. May McEacham, who with her husband, live 11 miles south of Macleod. Mrs. McEacham started in the sheep industry six years ago with two ewes and now has a fine flock of one hundred sheep. Mrs. McEacham is justly proud of the success of her venture and states that her flock has been a highly profitable source of revenue, and that she hopes to have doubled it numerically by the spring of 1928.

APRIL ROD AND GUN

The first of a thrilling series of stories based on the early fur trading days in the North West written by Burdett Alexander White is one of the notable features of the April number of Rod and Gun and Silver Fox News which is just issued. The story "Banded Brigades," however, is only one item of a table of contents. Bannockdale Dale has an interesting miscellany of nature notes from the Maritime. H. Mortimer Batten F.E.S. writes this month about the porcupine and the skunk.

Valuable woodcrafting information is contained in W. C. Moseley's "Outdoor Talk" while the angling, gun and kennel specialists have also very good departments. The matter of national conservation of

J. S. LAMBERT

CONTRACTOR

AND

BUILDER

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REACH & COMPANY, Ltd.

GENERAL MERCHANTS—DRY GOODS, LADIES' AND MEN'S UNDERWEAR, BOOTS AND SHOES, GROCERIES, VEGETABLES AND FRUITS.

Last week we advised farmers to get their Field and Garden Seeds early. The signs are favorable for an early spring. The wish is father to the thought. We shall have all records of former years. Then we deemers all that is coming to us. Good, bad and lean years made no difference in our spirits. But this year we all feel something large is going to happen. So prepare to get your seeds.

Sweet clover—white, blossom. Sweet clover—yellow blossom.

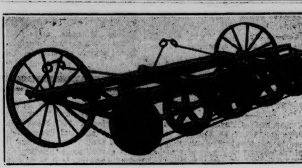
Seed Potatoes—Netted Gems, clean and free from scab.

Don't forget your garden seeds. We have a large stock of all varieties, guaranteed by all reliable seedsmen. It pays to get good seeds, and we will get them from us. We mark down all complaints and at the end of the year we count up the bad marks of any seed house and if there should be any who were not reliable we cut them out, and advise other merchants in Alberta.

DRY GOODS

Look out for Bargains in everything. Men's boots and shoes, Men's Suits. As our space is limited we will let this Department speak for itself when you come and see us.

REACH & COMPANY, Ltd.



Correct in Principle Correct in Design

THE MILLS WIRE WEEDER

Is built in two sizes, 14 feet and 16 feet.

In the only weed which operates on the correct principle to remove weeds, the revolving cables traveling underground bend the roots over and pull them to the surface.

It leaves the weeds on top so they die. Other weeders fail to do this, leaving the roots standing up in the soil so that they grow again.

In the only weed which can be adjusted for various weed conditions.

It is shipped out with eight cables per section which are used when weeds are small or the growth is light. If the growth is thick or heavy, the number of cables is reduced to six or five.

It is flexible and works well in uneven ground.

It does not pulverize the soil.

GET A MILLS WIRE WEEDER FROM

J. M. PAULSON

Local Dealer or the Riverside Sales Co., Ltd.,

Calgary, and solve your weed problem.

fish and game resources is the subject of considerable discussion in the April issue.

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One war weapon that never grows obsolete is the lie.

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For

"Mother's Day"

the gift that only you can give---

your photograph

May 8th is not a long way off---

make an appointment today

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